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**AMENDMENT**

***IN THE CLAIMS:***

Pursuant to 37 CFR § 1.121, below is a complete listing of all claims in the application.

1. (Currently Amended) A method for utilizing information relating to a subscriber to identify said subscriber comprising:

receiving data from a plurality of programming and advertising sources;

receiving subscriber data about a subscriber's use of the programming and advertising sources, the subscriber data comprising:

i) a command of interest from the subscriber;

ii) an event record that comprises a command of interest and a time associated with the command of interest;

~~viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from the programming and advertising sources;~~

receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;

merging said data from said plurality of programming and advertising sources, said subscriber data viewing information, and said subscriber attribute to create a subscriber information data store;

matching data of said subscriber information data store with an advertisement attribute comprising product data about a product; and

if data of said subscriber information data store matches an advertisement attribute, then identifying said subscriber as a desirable subscriber to receive a selected advertisement from a provider of said product.

~~analyzing the matched data to determine a probability of the subscriber to purchase the product associated with the advertisement attribute, the probability further characterizing the subscriber as a desirable subscriber to receive a selected advertisement for the product.~~

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2. (Original) The method of claim 1, wherein said subscriber comprises a consumer.
3. (Previously Presented) The method of claim 1, wherein said data from the plurality of programming and advertising sources comprises television-programming data.
4. (Canceled)
5. (Previously Presented) The method of claim 1, wherein said data from the plurality of programming sources comprises duration information.
6. (Original) The method of claim 1, wherein said subscriber attribute comprises demographic information.
7. (Original) The method of claim 6, wherein said demographic information comprises a profession of said subscriber.
8. (Original) The method of claim 6, wherein said demographic information comprises a property ownership history of said subscriber.
9. (Original) The method of claim 1, wherein said subscriber attribute comprises a questionnaire response.
10. (Original) The method of claim 1, wherein said subscriber attribute comprises a purchase.
11. (Original) The method of claim 10, wherein said purchase comprises a purchase of a product, wherein said purchase complements a product provided by said provider.
12. (Original) The method of claim 10, wherein said purchase comprises a purchase of a product, wherein said product competes with a product provided by said provider.
13. (Original) The method of claim 1, wherein said provider comprises a content provider.

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14. (Canceled)

15. (Original) The method of claim 13, wherein said content provider comprises an advertising provider.

16. (Currently Amended) A computer-readable medium on which is encoded computer program code for utilizing information relating to a subscriber to identify said subscriber comprising:

computer program code for receiving data from a plurality of programming and advertising sources;

computer program code for receiving subscriber data about a subscriber's use of the programming and advertising sources, the subscriber data comprising:

i) a command of interest from the subscriber;

ii) an event record that comprises a command of interest and a time associated with the command of interest ~~viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from at least one of said programming and advertising sources and a source other than the plurality of programming and advertising sources;~~

computer program code for merging said data from said the plurality of programming and advertising sources, said subscriber data ~~viewing information~~, and said subscriber attribute to create a subscriber information data store;

computer program code for matching data of said subscriber information data store with an advertisement attribute comprising product data about a product; and

computer program code for analyzing the matched data to identify a desirability of said subscriber, such that if data of said subscriber information data store matches an advertisement attribute, then identifying said subscriber as a desirable subscriber to receive a selected advertisement from a provider of said product.

~~determine a probability of the subscriber to purchase said product associated with the advertisement attribute, the probability further characterizing the subscriber as a desirable subscriber to receive a selected advertisement.~~

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17. (Currently Amended) A system for utilizing information related to a subscriber to identify the subscriber comprising:

a content database, wherein said content database comprises data from a plurality of programming and advertising sources;

a subscriber-action database, wherein said subscriber-action database comprises subscriber data about a subscriber's use of the programming and advertising sources, the subscriber data comprising:

i) a command of interest from the subscriber;

ii) an event record that comprises a command of interest and a time associated with the command of interest;

~~viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from at least one of said programming and advertising sources and a source other than the plurality of programming and advertising sources;~~

a subscriber attribute database, wherein said subscriber attribute database comprises an attribute of said subscriber, the attribute comprising data about the subscriber;

a subscriber information database;

a merge processor electronically connected to said content database, said subscriber-action database, said subscriber attribute database, and said subscriber information database, wherein said merge processor is operative to merge information from said content-access information content database, said subscriber-action database, and said subscriber attribute database to create data in said subscriber information database; and

a data analyzer electronically connected to said subscriber information database, said data analyzer matching data of said subscriber information data store with an advertisement attribute comprising product data about a product, said analyzer further ~~analyzing the matched data to determine a probability of the subscriber to purchase said product associated with the advertisement attribute, the probability further characterizing the subscriber as a desirable subscriber to receive a selected advertisement~~ if data of said subscriber information data store matches an advertisement attribute.

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18. (Original) The system of claim 17, wherein said subscriber attribute database comprises a purchase history database.

19. (Previously Presented) The system of claim 18, wherein said purchase history database comprises a credit card database.

20. (Original) The system of claim 17, wherein said subscriber attribute database comprises of property ownership database.

21. (Original) The system of claim 17, wherein said subscriber attribute database comprises a survey result database.

22. (Original) The system of claim 17, wherein said data analyzer comprises a report creator.

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Canceled)

27. (Canceled)

28. (Canceled)

29. (Canceled)

30. (Canceled)

31. (Canceled)

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32. (Currently Amended) A method for utilizing information relating to a subscriber to identify said subscriber comprising:

receiving data from a plurality of programming and advertising sources;

collecting subscriber data about a subscriber's use of a media delivery network,

the collecting step comprising:

i) identifying commands of interest from the subscriber;

ii) forming event records that record at least the commands of interest and a time associated with the command;

~~receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed real time data from a source other than the plurality of programming and advertising sources;~~

receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;

merging said data from plurality of programming and advertising sources, said subscriber data viewing information, and said subscriber attribute to create a subscriber information data store;

matching data of said subscriber information data store with an advertisement attribute comprising product data about a product; and

if data of said subscriber information data store matches an advertisement attribute, then identifying said subscriber as a desirable subscriber to receive a selected advertisement from a provider of said product, or

if data of said subscriber information data store does not match an advertisement attribute, then identifying said subscriber as an undesirable subscriber in relation to a provider of said product.

~~analyzing the matched data to determine a probability of the subscriber to purchase said product associated with the advertisement attribute, the probability further characterizing the subscriber as a desirable subscriber to receive a selected advertisement.~~

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33. (Currently Amended) A computer-readable medium on which is encoded computer program code for utilizing information relating to a subscriber to identify said subscriber as a desirable subscriber comprising:

computer program code for receiving data from a plurality of programming and advertising sources;

~~computer program code for receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed real-time data from a source other than the plurality of programming and advertising sources; collecting subscriber data about a subscriber's use of a media delivery network, the computer program code for collecting subscriber data comprising computer program code for:~~

- i) identifying commands of interest from the subscriber, and
- ii) forming event records that record at least the commands of interest and a time associated with the command;

computer program code for merging said data from the plurality of programming and advertising sources, said ~~subscriber data~~viewing information, and said subscriber attribute to create a subscriber information data store;

computer program code for matching data of said subscriber information data store with an advertisement attribute comprising product data about a product; and

computer program code for analyzing the matched data to identify a desirability of said subscriber, such that if data of said subscriber information data store matches an advertisement attribute, then identifying said subscriber as a desirable subscriber to receive a selected advertisement from a provider of said product. determine a probability of the subscriber to purchase said product associated with the advertisement attribute, the probability further characterizing the subscriber as a desirable subscriber to receive a selected advertisement for the product.

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34. (Currently Amended) A system for utilizing information related to a subscriber to identify the subscriber as a desirable subscriber comprising:

a content database, wherein said content database comprises data from a plurality of programming and advertising sources;

a subscriber-action database, wherein said subscriber-action database comprises ~~viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed real time data from a source other than the plurality of programming and advertising sources;~~ subscriber data about a subscriber's use of a media delivery network, the collecting step comprising:

i) identifying commands of interest from the subscriber;

ii) forming event records that record at least the commands of interest and a time associated with the command;

a subscriber attribute database, wherein said subscriber attribute database comprises an attribute of said subscriber, the attribute comprising data about the subscriber;

~~— a subscriber information database;~~

a merge processor electronically connected to said content database, said subscriber-action database, and said subscriber attribute database, ~~and said subscriber information database,~~ wherein said merge processor is operative to merge information from said content-access information content database, said subscriber-action database, and said subscriber attribute database to create data in a said-subscriber information database; and

a data analyzer electronically connected to said subscriber information database, said data analyzer matching data of said subscriber information data store with an advertisement attribute comprising product data about a product, said analyzer further analyzing the matched data to identify a desirability of said subscriber, such that if data of said subscriber information data store matches an advertisement attribute, then identifying said subscriber as a desirable subscriber to receive a selected advertisement from a provider of said product. ~~determine a probability of the subscriber to purchase said product associated with the advertisement attribute, the probability further characterizing~~

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~~the subscriber as a desirable subscriber to receive a selected advertisement of the said product.~~

35. (Currently Amended) A method for utilizing information relating to a subscriber to identify said subscriber comprising:

receiving data from a plurality of programming and advertising sources;

collecting information about at least one subscriber's usage of media applications on at least one media device, said media device supporting different applications invoked and controlled by a subscriber command, the step of collecting said subscriber's usage information further comprising:

a) accepting a selected subscriber command;

b) determining an application identifier corresponding to a particular application to which the selected subscriber command is addressed; and

c) creating an event record comprising:

1) the application identifier;

2) an identifier corresponding to the selected subscriber command, and

3) a time stamp that records the time of the occurrence of the selected subscriber command;

~~receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from the plurality of programming and advertising sources and from a source other than the plurality of programming and advertising sources;~~

receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;

merging said data from plurality of programming and advertising sources, said subscriber's usage viewing information, and said subscriber attribute to create a subscriber information data store;

matching data of said subscriber information data store with an advertisement attribute comprising product data about a product; and

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analyzing the matched data to identify a desirable subscriber to receive a selected advertisement from a provider of said product, said desirable subscriber having matched data of said subscriber information data store with said advertisement attribute.  
~~determine a probability of the subscriber to purchase said product associated with the advertisement attribute, the probability further characterizing the subscriber as a desirable subscriber to receive a selected advertisement of said product.~~

36. (Currently Amended) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving said subscriber attribute that identifies said subscriber as a consumer of said a provider, said provider identifying the advertisement attribute, and wherein the step of analyzing the matched data to determine said probability of the subscriber to purchase said product associated with the advertisement attribute further comprises analyzing said purchase of the consumer to determine said subscriber's likelihood to purchase a different product of said provider.

37. (Currently Amended) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving said subscriber attribute that identifies a profession of said subscriber, and wherein the step of analyzing the matched data to determine said probability of the subscriber to purchase said product associated with the advertisement attribute further comprises analyzing the profession of said subscriber to determine said probability of the subscriber to purchase said product.

38. (Currently Amended) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving said subscriber attribute that identifies a property ownership history of said subscriber, and wherein the step of analyzing the matched data to determine said probability of the subscriber to purchase said product associated with the advertisement attribute further comprises analyzing the property ownership history of said subscriber to determine said probability of the subscriber to purchase said product.

39. (Currently Amended) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving a questionnaire response from said subscriber, and wherein the step

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~~of analyzing the matched data to determine said probability of the subscriber to purchase said product associated with the advertisement attribute further comprises analyzing the questionnaire response of said subscriber to determine said probability of the subscriber to purchase said product.~~

40. (Currently Amended) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving a purchase of a product by said subscriber, ~~and wherein the step of analyzing the matched data to determine said probability of the subscriber to purchase said product associated with the advertisement attribute further comprises analyzing the purchase of the product to determine a probability of the subscriber to purchase a complimentary product.~~

41. (Currently Amended) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving a purchase of a competitive product by said subscriber, ~~and wherein the step of analyzing the matched data to determine said probability of the subscriber to purchase said product associated with the advertisement attribute further comprises analyzing the purchase of the competitive product to determine said probability of the subscriber to purchase said product.~~

42. (Previously Presented) The method of claim 35 ~~4~~, further comprising:  
communicating the selected advertisement for said ~~the~~ product associated with said ~~the~~ advertisement attribute to said ~~the~~ desirable subscriber.

43. (Previously Presented) The computer-readable medium of claim 16 on which is encoded computer program code further comprising:

computer code for communicating the selected advertisement for the product associated with the advertisement attribute to the desirable subscriber.

44. (Previously Presented) The system of claim 17, further comprising:

a communications interface for communicating the selected advertisement for the product associated with the advertisement attribute to the desirable subscriber.

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45. (Canceled)

46. (Canceled)

47. (New) The method of claim 1, further comprising:

if data of said subscriber information data store does not match an advertisement attribute, then identifying said subscriber as an undesirable subscriber in relation to a provider of said product.

48. (New) The computer-readable medium of claim 16, further comprising:

computer program code for analyzing the matched data to identify a desirability of said subscriber, such that if data of said subscriber information data store does not match an advertisement attribute, then identifying said subscriber as an undesirable subscriber in relation to a provider of said product.